GREENWAY SYSTEMS
LESSONS LEARNED

2013 AMPO Conference
“America’s Metros: Our Economic Engines”
Our Travels

Lessons Learned Overview

- Planning
- Partnerships
- Land Acquisition
- Funding
- Program Management
- Maintenance
- Marketing
- Economic Impact
- Evaluation
- Challenges
- Opportunities
- Transportation
- Recreation
• Charlotte (1999 updated in 2008); 185 miles recommended

• Greensboro (2006); 400 miles recommended

• Greenville: City and County have 2 separate plans; City used specific alignments; County used corridors and key destinations

• Raleigh: First plan drafted in 1976; 77 miles built

• Wilmington/New Hanover County (2013) 172 miles recommended
PARTNERSHIPS

MOVE. PLAY. CONNECT.
LAND ACQUISITION EXAMPLES

- Charleston- Greenbelt Plan
- Charlotte- Stream Restoration
- Greenville- Rail Corridor
- Raleigh- Easement Maps
- Wilmington- Developers

Photos Courtesy of Rails to Trails Conservancy and American Trails
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Program Management

MARKETING

- “Connect Buncombe”
  - Education and outreach campaign
- “Greenways Please”
- “I want to ________ on a Greenway”
PUBLIC OUTREACH AND PR CAMPAIGN: BUNCOMBE CO.

- Marketing
  - Partnered with a local brewer
  - Partnered with a local ice cream shop
  - Brewery 5k and 10k for greenway
Promotions/Partnerships

- Promotions
- Ownership Opportunities
ECONOMIC IMPACTS

“Metropolitan appeals to those wanting location and convenience as well as access to the new Greenway along Little Sugar Creek”
Economic Impacts

“Not only can you walk or bike too many of your destinations but Greensboro’s urban greenway is right at your front door. This beautiful 4 mile loop around downtown, when finished, will connect you to over 100 miles of award winning trails, parks and lakes in and around Greensboro.” – Fisher Park Website
EVALUATION

MOVE. PLAY. CONNECT.
Determine whether key target populations in Greenville are utilizing the GHSRT to increase physical activity levels or active transportation and

Obtain data on which to base future community infrastructure investments on the GHSRT to promote health, alternative transportation and economic activity.
15,751 trail users observed over a 16 day period

Adjusted for seasonality—approximately 359,314

Users spend 1 to 2 hours per visit on the trail

6% use for transportation

Trail users on average resided approximately 2 miles or closer

Participants cited it’s accessibility for recreation, transportation and physical activity as it’s best feature.
# Evaluation - Gary Shell Cross-City Trail

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CHALLENGES.....

- Trail Etiquette
- Programming
- Parking
- Advocacy
- Maintenance

SEE
SHARE
BE AWARE

MOVE. PLAY. CONNECT.
Challenges...

- Piecemeal Plans
- Design limitations
- Design standards
- Funding
- Property acquisition
- Condemnation

- Cross multi-lane facilities
- Alignment through established neighborhoods
- Unimproved intersections
OPPORTUNITIES....

- Advocacy
- Inter-Agency Cooperation
- Parking
- Marketing and Promotions
- Blueways
- Water Quality
- Redevelopment
- Economic Impact

MOVE. PLAY. CONNECT.
Opportunities..

- Funding
- Partnerships (Private)
- Corporate Sponsorship
- Evaluation/Impact Study

OPPORTUNITIES…..

- Testimonials
RECREATION

TRANSPORTATION

MOVE. PLAY. CONNECT.
QUESTIONS

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